

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

March 2019

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in March for the City of Redding and collected from Redding lodging properties was \$522,158.99, which is a 59.7 percent increase over March of 2018. Overall, this is a fiscal year-to-date TOT increase of 34.8 percent.

Visitor Desk Update

During the month of March, the Redding Convention and Visitors Bureau moved the Visitor Desk from its location in the Turtle Bay gift shop to a new location, sharing a space with the RCVB corporate offices. The new location offers more room for visitors and is in a prime area in the heart of downtown Redding. Visitors are being directed to the Shasta-Cascade Wonderland Association's California Welcome Center in Anderson during the transition. The California Welcome Center received 456 visitors and 302 phone calls for more information during the month of March.

Marketing and Advertising:

1. The Redding CVB had a booth at the Bay Area Travel and Adventure Show March 23-24. The show had 22,578 attendees, all attending the show with a specific goal of learning more about potential vacation destinations. Over the course of the two-day show, the Redding CVB distributed more than 1,000 Redding Visitor Guides and Trails Maps, as well as receiving 220 new sign-ups for the Visit Redding e-newsletter.
2. The Redding CVB ran a directory ad in the February/March issue of Sunset Magazine promoting the fantastic waterfalls in the Redding Area. Redding's ad ran in the Northern California and Pacific Northwest zones of the magazine, for a total circulation of 486,000. This year's ad brought 109 direct requests/leads for more information about the Redding area, with more expected to come in over the next few months. Last year the ad promoted kayaking at Whiskeytown and generated 317 leads.
3. This year's February e-newsletter with Hot Spot Travel promoted Redding's waterfalls. Historically, waterfalls have been a "Hot Spot" for tourist interest and social media numbers confirm that this year looks the same. Hot Spot Travel e-newsletters go out to a curated list of interested travelers. The newsletter was opened 29,306 times and received 2,110 clicks through to the Visit Redding website, almost all of which were new visitors.



Public Relations:

- Through extensive media outreach and active pitching, the Redding CVB generated six earned media articles in March, reaching 25.3 million unique monthly visitors. The articles were anchored by an inclusion in the Los Angeles Times of the Mt. Shasta Ski Park as the main photo in the Sunday print edition and the featured photo online for “Where you can ski for less.” Two other articles were as a result of hosting Bay Area influencers and bloggers Brian and Julie Callender from Bound To Explore for a July trip. See the table below for a list of articles published as a result of the Redding CVB efforts. The Redding CVB also booked travel writer Amanda Burrill of the Epoch Times for an April visit with a focus on Redding as a destination and the Mayor’s Mountain Bike Challenge. This came as a result of pitching her about our region in December and meeting with her for a personal deskside meeting in New York in February 2019.



Publication	Title	Reach (UMV)
Los Angeles Times	Where you can ski for less	23.9 M
Los Angeles Times	Where you can ski for less (print)	418 K
ActionNewsNow	Film Production has record-breaking year in Shasta County	137 K
Record Searchlight	The Buzz: LA Flights start March 8	838 K
Joyful Living	Ready, Set, Jet! Affordable Non-Stop Flights to LA Begin March 8	17 K
Bound To Explore	Hiking Lassen Peak Lassen Volcanic National Park	4 K
Bound To Explore	Hiking to Heart Lake Mount Shasta, California	4 K
TOTALS		25.3 M

- Social media continues to be a major influence in promoting Redding as a destination for leisure visitors and travel trade. The Redding CVB was running four campaigns during March to generate more exposure for the region, totaling 168,391 impressions. The video campaign featured outdoor activities such as hiking, biking, waterfalls, mountain biking, the Sundial Bridge, the Sacramento River National Recreation Trail and Turtle Bay Exploration Park were designed to attract leisure travelers to Redding. The other three campaigns were specifically targeted for filming trade and event registration. See the table below for more information on the campaigns.

Videos

- Be Inspired – Beauty by the Sundial Bridge: <https://bit.ly/2Ubi5vL>
- Mountain biking on the Enticer jump trail in Redding, CA: <https://bit.ly/2EFthvr>
- Outdoor Adventure in Redding – The Undiscovered California: <https://bit.ly/2UahE9c>

Campaign	Target	Impressions	Key Metric
Videos (3)	Leisure travelers	37,159	15,828 video views 100% completion
Film Shasta	Film trade industry	68,813	324 page likes for Film Shasta
Quick 6 Football Tournament	Event participants	49,677	\$0.60 per link click
SCWA Travel Summit	Travel partners	12,742	\$0.59 per landing page/link click views
TOTALS		168,391	

3. The Redding CVB produced four new blog articles over the past two months on our website to create inspiration about trip ideas for potential visitors to choose Redding as a vacation destination. Three of the four were centered around outdoor activities such as mountain biking, national and state parks and waterfalls. The articles provided in-depth information, quotes and directions for visitors to plan a trip. The Redding CVB also ran a paid promotion of our 10 blog articles in March, which achieved 108,592 impressions and 4,605 link clicks with an average \$0.15 cost per click and a 4.24 click-through-rate. This is about doubling the performance for a benchmark goal of \$0.29 CPC and 1.7% CTR. The top article being promoted was “The 11 Best Hikes in Northern California” (6.91% CTR). Below are the articles and links:



Title	Link
A Visitor Guide to Downtown Redding	https://bit.ly/2Ia1tBL
Why Redding is an Underrated Mountain Bike Town	https://bit.ly/2OLPGLf
10 Awesome National & State Park Day Trips Worth Taking From Redding	https://bit.ly/2YI0hez
10 Amazing Waterfalls To See in Northern California	https://bit.ly/2FQObIJ

International:

- The Redding CVB partnered with Shasta-Cascade Wonderland Association (SCWA) and the Visit California UK office to host travel writer Sarah Barrell on assignment for National Geographic Traveller – UK Edition. The publication launched in 2010 with an estimated readership of 150,000 across the UK. Sarah’s story is an outdoor and nature focused piece that clearly depicts that UpStateCA is a “very different California.” The Featured story can be found at: <https://bit.ly/2JYX07t>
 - Social media followers:
 - <https://twitter.com/NatGeoTravelUK> - 43.1k
 - <https://www.facebook.com/NatGeoTravelUK> - 132k
 - <https://www.instagram.com/natgeotraveluk/> - 13.5k

Conferences/Meetings/Conventions/Trade Shows Attended:

- Destination Marketing Association of the West Tech Summit, Albuquerque, N.M.; March 20-22, 2019, T.J. Holmes
- California Film Commission Northern California Board Meeting, Sacramento, CA; March 12, 2019, Sabrina Jurisich
- Bay Area Travel and Adventure Show, Santa Clara, CA; March 23-24, 2019, Julie Finck

4. Local meetings: The Redding CVB team also regularly attends the Mayor’s Mountain Bike Challenge (T.J.), Downtown Collaborative (Julie), and Cultural District (Sabrina) meetings.

Shasta County Film Commission Sports Commission & Local Event Coordinator:

Generating new group business for sports, local festivals, and/or film activity:

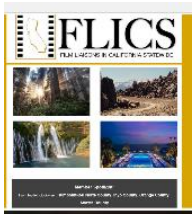
1. Film Shasta:

- a. Hosted a crew that filmed in Shasta County for 6 days with 18 crew members and 55 room nights. Additionally, support was provided in partnership with Shasta-Cascade Wonderland Association for crew filming in Siskiyou County for eight days.
 - i. Local hires were part of these projects including PA’s, medics, and caterers.
- b. The Film Shasta office responded to 19 location, vendor, and permit requests for upcoming projects.
- c. The film commissioner attended the Sundial Film Festival and presented an award to Mercy Medical Center.
- d. The film commissioner worked at the “Stronger Than Carr” premiere at the Redding Civic Auditorium.
- e. Annual presentation was delivered to Shasta County Board of Supervisors highlighting another monumental year for filming in Shasta County, more than doubling the record-breaking economic impact results from 2017.
- f. Film Shasta was featured on ActionNewsNow, the FLICS quarterly e-newsletter, the FLICS homepage, and with a full-page ad in the Hollywood Talent Summit program March 30.
- g. The following projects which had Film Shasta support were released this month:
 - Mayor’s Mountain Bike Challenge promotional video: <https://www.youtube.com/watch?v=rUZ7HGQdgJI>
 - California Locations Tour: <https://www.youtube.com/watch?v=JlaMEd25VA8&t=13s>

FEATURED FILM OFFICES



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2. The Redding CVB Sports:

- a. Continued follow up with: BassMaster, Shasta Mud Run, Never Forgotten Games, Shasta Trail Runs, Kool April Nites, CA Breeze Tournament, USA Softball, and Quick 6 Tournament.
- b. Fundracer has determined the field costs are too high to host event in Redding.
- c. A local committee chair was approached to collaborate on the GWN Dragonboat event. A decision will be made in April whether the event is moving forward.

*As an affiliation with California Film Commission and Film Liaisons in California Statewide (FLICS), and as a standard of good Film Office procedure, we are commonly obligated to conform to privacy laws and to keep filming information provided by filmmakers, producers, and location managers private. The relationship of trust built with filming organizations encourages an open dialogue which allows us to be more capable of offering services to them, enticing them to bring their projects to us.

Groups, Conventions, Sports and Festivals:

In Proposal:

There are two contracts pending to bring future conferences to Redding.

Upcoming:

1. Mayor's Mountain Bike Challenge: April 1 to May 31, 2019.
2. Kool April Nites: April 20-28, 2019: anticipating 700 out of area registered cars/guests.
3. BASS Nationals Fishing Tournament: May 7-11, 2019; Shasta Lake anticipating 300 room nights.
4. Shasta Mud Run: May 11, 2019; expected attendance of 2,000 people.
5. Sports Leisure Vacations: June 3-5, 2019; Sheraton Hotel at the Sundial Bridge.
6. Whiskeytown Draw: June 14-16; California Soccer Park.
7. CA Breeze Tournament: June 14-15, 2019; Big League Dreams, 100 room nights.
8. USA Softball 2019 National Championships for girls U14; U16 & U18 B divisions for softball. Tentative dates for this tournament are scheduled for July 23-28, 2019 – potential of 1,900 room nights.
9. Never Forgotten Games: Sept. 7, 2019: Shasta District Fairgrounds.
10. International Slow Pitch Softball (ISPS): A proposal was accepted for Big League Dreams to host the NorCal Championship Sept. 13-15, 2019. This three-day event will yield approximately 600 room nights and has the potential to become an annual event.
11. Annual Rotary District Conference: May 2020 – approximately 400 attendees.*
12. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: May 1-4, 2020; Holiday Inn – estimated 500 room nights.
13. The Western Section of the Wildlife Society Annual Meeting: Feb. 3-7, 2020; Red Lion & Holiday Inn – expected attendance of 500 people and 1,000 total room nights.
14. Shasta County Mini Maker Faire: Fall 2020; expected attendance 2,000 people.

Recent:

1. Quick 6: This lead was generated through one of our marketing partners. In partnership with the California Soccer Park, a regional tournament is scheduled for March 24, 2019. – *Tournament was cancelled due to low registration.*

* Denotes a joint effort of Redding Convention and Visitors Bureau and lodging facilities with client communication.